

## **Recession: a Great Time to Recruit**

### **Monday Call, October 5, 2009**

- **Next week: Lydia will train on the new Mannatech website**
- **Chicago: Make the commitment now!**
- **Living Live to Its Fullest Prospecting Webinar – Tonight at 8 PM CST to register go to [www2.gotomeeting.com/register/490712259](http://www2.gotomeeting.com/register/490712259)**

Based on article by Tom Hopkins

1. Looking for Plan B during recession is a normal response.
  - a. We need to be there for these millions of people.
  - b. Fear is what runs peoples lives...will they be next? No job security...  
The economy and financial security continues to be the #1 issue discussed in conversations today
  - c. Stock market took a dive last week because of what? The unexpected loss in jobs.
2. A second trend is in the area of health
  - a. Little security on what health insurance will look like after Congress gets through with it.
  - b. Cost controls are critical: best cost control is prevention.
  - c. Everyone in health related products have a great advantage over others in networking today.
3. Before you go off the deep end, make sure you have a fit.
  - a. Many are not made for networking.
  - b. What are the main ingredients you should look for?
    - 1) Belief in the products
    - 2) A strong desire to help others
    - 3) Some selling skills
    - 4) Some management ability
4. Is their desire greater than their fear?
  - a. When you approach someone, fear is the little voice people hear inside their head. They may have fears about what they are running away from, but also fears about what they are heading into.

- b. You do not want to mentor people who are just running from one fear to another.
5. Qualify your people (NEADS formula) or you will be wasting your time and theirs. It is not just about getting someone signed up!
- a. N stands for NOW.
    - What is going on with the person now?
    - What do they do now?
    - The answers should show whether they are intelligent, coachable, and in a position to do something new.
  - b. E stands for Enjoy
    - What do they enjoy most about what they are doing?
    - Do they enjoy working with people?
    - Are they outgoing?
    - Do they get excited about new ideas?
    - You will need to hit their hot buttons if you want to share your opportunity.
  - c. A stands for Alter
    - What would they alter about what they are doing right now?
    - This tells you what they would like to get away from and avoid in their next opportunity.
    - They may be anxious to avoid something that is critical to success in networking.
    - You will also learn how to motivate them when they hit a slump in networking...ie having a boss. Remind them of the alternative.
  - d. D stands for decision maker.
    - Before going in depth about your opportunity, you must first know if this is the decision maker.
    - Is there a spouse that also needs to hear the presentation?
    - Is there any other commitment in this person's life that would not allow him to complete the activities in your business?
  - e. S stands for Solution.
    - Once you determine you have a qualified person, you need to summarize the conversation by suggesting that you may have a solution for their needs.
    - The next step would be to set up a time for a presentation.

Be a professional: truly take time to make sure your person is qualified first!